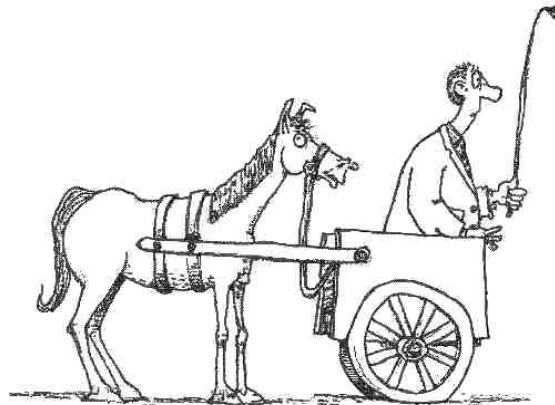


## KEEPING THE HORSE BEFORE THE CART

Appropriate order of resource land planning steps:

1. Values: Be clear about what you want out of being an owner (owners only). If there are multiple owners, where's the common ground?
2. Succession: Once the common ground is Identified (owners' commitment to a direction), define owner values and expectations regarding the how, why and when of future control, ownership and management (owners only).
3. Inventory: Document physical conditions as they exist, and establish a baseline to measure change.
4. Strategy: Design land use goals and strategies to achieve owner values (owners and/or managers only).
5. Policy: Design procedures of enterprise operations, conservation, restoration, rehabilitation and maintenance (everybody that's involved with carrying out tasks on the land).



Unknown

## AG. BUSINESS

Is your ranch an asset? It's a much more complex question than meets the eye. Regardless of how you think of Ag.-land, whether pasture, farm, ranch or forest, it should be treated and structured as a stand alone business. However contradictory to academician theory, failing to structure an agland as a stand-alone business in today's, tax & regulatory climate will ensure that you will eventually loose it.

Agland Engineering's strategic planning focuses specifically on issues of striving to approximate sustainability and optimizing the productivity of Ag. lands over generations. Specific advanced skill level agricultural related business leadership is our primary focus. If you need more basic or general help, we would be happy to recommend specialized help from excellent business administration teaching professionals that we have experience with.

There are, however, business planning & management concerns and challenges that are very specific to agricultural land and family businesses. For example; how to incentivize the care of grazing lands or infrastructure maintenance in a grazing lease, how to build integrity into choosing family managers, or how to ensure logging contractors take care of residual timber.

The subjects of these topics are covered in the attached checklist under Agriculture Specific Business Tools, and where applicable, should always be included components of a comprehensive ag. business plan.